

international committee and cultural action

Report

CECA COMMUNICATIONS

Period: 2017 - 2018

Responsible: Jorge Albuja

Introduction:

After London 2017, the Tbilisi 2018 broadcasting campaign began. A diffusion proposal was presented to the CECA presidency and to the organizers in Georgia. The proposal was approved (attached). About 80% of the actions prior to the event have been completed. There have also been small campaigns of various topics until August 2018.

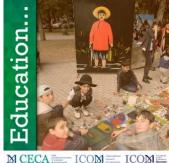
Details:

Facebook, Instagram and Twitter:

Details / Results

1. TBILISI 2018 DIFFUSION PROPOSAL









Details:

- Design of the official logo of the conference
- Creation of Posters (16)
- Elaboration of diffusion campaigns of the calls:

Presentations, Workshops, CDT, BP, young grantee

- Publications with direct link to the official website of the conference
- Creation and diffusion of hashtag # CECA2018

Results:

Between November 2017 to July 2018, the publications have received in the 3 social networks of CECA:

Likes: 43,345 Shared: 2074

This includes the constant collaboration of 15 national CECA committees around the world.

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The presence of users in this process:

America: 19% Europe: 38% Africa: 8% Asia: 31% Oceania: 4% **Observations:**

- It is important to spread any publication in the 3 official languages.
- Efforts will be made to set up a multilingual group that can translate the information in the 3 official languages in a short time.
- 10% of the users who follow and share our publications are brazilian, some have requested that the material be translated into their language.
- The multilingual theme for the 2019 meeting will be taken as a priority.
 - 2. The production of the promotional video of the event is scheduled for the end of august, it is expected to be ready in early september.

Small campaigns in social networks:



Details:

- Creation of Posters (22)
- Diffusion of News, calls and events:

CECA publications, DIM 2018, Regional Meetings and workshops (CECA around the world)

- Publications with direct link to the official website of the conference.
- Nelly Abboud from CECA Libano is a facebook volunteer, she provides information to arab users.

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Results:

Between November 2017 to July 2018, the publications have received in the 3 social networks of CECA:

Likes: 51,560 Shared: 1088

The presence of users in this process:

America: 21% Europe: 29% Africa: 12% Asia: 37% Oceania: 9 % **Observations**

- It is important to have the contacts of all the CECA committees around the world. In that way more news can be shared on social networks.
- It is very important to translate all the advertisements in the 3 languages.

Website (topics to discuss in the next board)

- A diffusion strategy 2018 2019 will be presented.
- The situation of the CECA website will be discussed, also the roles in the communication area of Jorge and Ani should be clarified.

Ideas

A proposal of diffusion strategy 2018 - 2019 will be presented in the next CECA board meeting in Tbilisi.